



THE ADHESIVE AND SEALANT COUNCIL, INC.

FOR IMMEDIATE RELEASE

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ASC Welcomes Erin A. Carr as Marketing Specialist

BETHESDA, MD (May 3, 2007) – The Adhesive and Sealant Council (ASC) named Erin A. Carr as the new marketing specialist. She will be responsible for all marketing activities and communication initiatives at ASC.

"I am delighted Erin has joined the ASC team," said President Larry Sloan. "She has tremendous experience in marketing and communications, which help us to better serve our members. She certainly will be an asset and I am looking forward to working with her as we continue to represent the adhesive and sealant community."

In her role as marketing specialist, Carr will report to Joe Stevenson, director, member services. She made her debut to members at the 2007 Spring Convention in Savannah, GA.

"ASC has earned its tremendous reputation as a resource and advocate for its members," said Carr. "It was wonderful to see such an outstanding mix of intelligent and innovative individuals at the Spring Convention. I'm excited about working with such an enthusiastic membership and providing them the resources they need to continue to grow as an industry."

Most recently, Carr served as Senior Associate, Marketing and Communications for SmithBucklin, the world's largest association management company. Previously, she worked on marketing and communication activities at the Grocery Manufacturers Association, now GMA-FPA. Carr also worked for several magazines and was a consultant for numerous small business ventures. She holds a bachelor's degree in advertising and marketing management from Northwood University and a master's degree in public communication from American University.

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. Today, ASC members account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. The Council is comprised of 125 adhesives and sealants manufacturers, raw material and equipment suppliers, and industry consultants. For more information about ASC, visit www.ascouncil.org.

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